

## The Consumers, the variable that completes the equation of sustainable and low emissions development: Sustainable practices on the demand side

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There is a positive relationship between current consumption patterns and emissions, as well as between consumption and sustainability. So far, the most climate mitigation action has followed a top-down approach, focusing on governments and business. There is currently a significant gap between the emission reduction contributions of the countries, presented at the Paris Summit of 2015 and the mitigation actions really needed to not exceed 1.5 ° C of global temperature increase. Therefore, scientific evidence warns of the catastrophic negative impacts, current and potential, of overcoming such a temperature limit, both for the planet as for humans and its civilization.

Behavioral changes in consumers have great power and potential to significantly reduce the environmental pressures and impacts. Sustainable practices of consumers are fundamental because they have the virtue and great power to significantly reduce environmental pressures and impacts, and at the same time to pull governments and companies to shift the paradigm of unlimited consumption and production, deep ingrained in our model of development. The sooner consumers and its sustainable practices are included as a key variable within the equation of sustainable and low in emissions development, the sooner we will positively tilt the scale towards the urgency to act to increase ambition and to accelerate the implementation of the necessary mitigation actions to maintain the climate within safe limits.

Given the wide variety and dispersion of studies on the sustainable practices of consumers, and even more about the underlying processes and factors under which consumers adopt and promote sustainable practices. This study is based on a complete review of the literature and a comparison of several relevant case studies to: i) provide a synthesis of the current sustainable practices of consumers on their way to achieve sustainable lifestyles, some of one, which even could be considered as a lifestyle that change the identity based on consumption. (ii) To propose an analytical framework that will contribute to the understanding of what are the factors that favor the decision-making of consumers to adopt and promote individual or collective sustainable practices, that increasingly increase severity environmental stringency.

The proposed analytical framework constitutes a contribution to knowledge in the aspect of demand, which is acknowledged to have been little worked. And therefore, it can be very useful for: (i) consumers to now and have a better understand the types of sustainable practices that they can implement, (ii) decision-makers and public policy-makers as a tool for designing policies, and (iii) the scientific community, through constructive criticism and its proof by other specific cases or novel studies.